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LAMBDA

PROUDLY SERVING THE LAURENTIAN UNIVERSITY COMMUNITY SINCE 1961

New residence incomplete

BY MATTHEW DESROSIERS
EDITOR-IN-CHIEF

Over a year and half since construction crews started blasting the rock, the new West residence is finally complete. Well, almost. Students began moving into the new residence at the beginning of the month, and were greeted with a not-quite finished new home. West residence, which is reserved for upper students, boasts a number of luxuries that are lacking in the other Laurentian residences. Each floor comes equipped with air conditioning, a garbage chute, internet access, cable, common rooms, as well as brand new appliances and furniture, and adjustable beds. When students moved in, however, only one half of the building had access to their cable, no one had internet access, the garbage chutes were not ready yet, and the elevator had yet to meet the safety regulations. "There are no specific reasons why the residence was behind schedule, it just happened," said Paulette Lafortune, residence coordinator. "The elevator is ready to go, but it is a fire elevator. The elevator is supposed to come down in the event of a fire for the firefighters. The problem is that the computer program is not functioning. Everything should be done by the end of the week."

Apart from the incomplete sections of the residence, students are report-

ing other smaller problems such as leaks in their bathroom sinks, holes in the walls and scratches on the floor. "Let us know what doesn't work," said Lafortune. "This happens with all new buildings. We are going through the whole building, fixing everything up and checking all the plumbing". Students might also notice fire crews visiting the residence during the next few days. The Sudbury fire department is touring the new residence and locating key areas such as the water shut off valves.

Despite these setbacks, Lafortune is very proud of the new residence. "I think it's beautiful, very modern, and I think it will serve its purpose for upper year students." West residence is intended as a quiet building, and a 24hr quiet hours rule is in effect. The design of the building incorporates many study rooms for students to use, further showcasing its purpose as a quiet place to come home and study. While parties are still allowed and very likely to occur throughout the year, students will have to be careful to not infringe upon the quiet hour regulations, otherwise strict penalties will be enforced. These penalties are based on a strike system. For each infraction, the student is given a strike that comes with a monetary fine. Each additional strike brings with it a higher cost to the student, and upon the third strike, the student is evicted



Contributed

Metric prepares to take the stage tonight in the Great Hall during the SGA/AGE Frosh concert. Opening for the band will be Wintersleep, a band from the East Coast. Tickets are \$15, and you must have your SGA student card to get in the doors.

from residence. Furthermore, eviction from residence entails breaching the contract signed by the student, who is fined an additional monetary fee. These regulations are in place to keep the residence quiet and in-line, and to allow students the environment they need to excel in their studies. According to Lafortune, "the atmosphere will be very different from other residences."

On Wednesday, September 6th, West residence will host its first

class. "The classrooms are all set up and ready to go," according to Lafortune. The air conditioned classrooms will offer a nice reprieve in the latter days of the warm weather, a reprieve not shared by other students in the classroom building, or some of the older Laurentian buildings. Lafortune also hopes to develop programs within the residence itself to bring the students together and help each other out. "At this time there are no programs, but definitely a peer tutoring

program is a big project for the year," said Lafortune. "I'd like to hear from the students about what they would like to do. I don't want to start all new programs just because I think it might be best for the students."

The next few days will be very important to the Laurentian residence office, as students will be waiting impatiently for the residence they were promised over a year ago.

Weather holds off for Beach Day

BY MATTHEW DESROSIERS
EDITOR-IN-CHIEF

On September 4th, 250 students gathered at the Laurentian University campus beach for the annual SGA/AGE Beach Day. Events during the day included beach volleyball, dodgeball, the Kush Lash football competition, sand sculpting, the three legged race and the water relay. "It was quite the success," said Kevin Green, SGA/AGE VP services and event organizer. "Everybody got free hotdogs and freezies, Kush Lash mini-footballs, and participated in a limbo contest during the lunch break."

Although the weather did not look promising, everything came together for an eventful day. "We thought it was gonna rain, but luckily only a few sprinkles came down when the first group arrived," said Green. With ominous clouds overhead, the students took to the cold water with enthusiasm during the relay, diving in desperate to win the event for their team. One student in particular competed fully clothed in her jeans, unwilling to let her team down.

A large majority of the students were in their first year of residence at Laurentian, and as is custom, resident and overall spirit was

high. Each team developed their own cheers, some went as far as to create whole routines in an attempt to bring the team together and encourage each other. At one point during the day, Huntington residence students began taunting the Single Student residence (SSR) and University College residence (UC) students, who paused in their events to taunt back. As the day moved forward, a clear winner in the sand sculpting competition was declared. "The winning sculpture was of a bottle of bourbon being poured on top of a flaming textbook," said Green with a large smile on his face.

The SGA/AGE annual



Matthew Desrosiers / Lambda

Students cheer on their teammates during Beach Day.

beach day continued its tradition of success, allowing new and returning students to have a good time on the beach with

their friends before the arrival of classes and the beginning of another school year.

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Lambda Publications is the bi-weekly student newspaper of, by and for the students of Laurentian University. Lambda is funded through a direct student levy by members of the Students' General Association / Association generale des etudiantes, yet remains autonomous from all university organizations, both student and administrative.

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WRITE TO US

Include your full name and student number. Please keep articles to a maximum of 700 words. Lambda reserves the right to edit for content considered sexist, racist, homophobic, heterosexist, for length, or legal purposes. Letters of a harassing or slanderous nature will be dealt with by the proper authorities.

E-MAIL SUBMISSIONS

Please e-mail submissions to lambda@laurentian.ca. Ensure the file is saved as TEXT or Word, as other files may not be transferable to Mac format. To be considered for print, all submissions must have your name and student number.

EDITOR'S CORNER

Another September...

Ahh, September. Yes folks, it's that time of year again. You know, the time when Campus looks beautiful, the air smells clean, and you like your roommates. When the Frosh swarm Campus and you smile at their frantic looks, remembering the good ole' days. University life, it's a crazy thing. One minute you're excited, the next you're bored. One day everything is perfect, and tomorrow you bomb that crucial assignment. On top of the unpredictability (because you never know when your bathroom sink will start leaking), you hand over vast sums of money to this institution and shed a few tears for that cross-country road trip that you had to pass up. The first time you stumble, you wonder exactly what you're doing here. There will be times when all you can think of, dream of, and desire is to be somewhere else. So now you're wondering why, if my outlook is so dreary, I am here in the first place? Allow me to share.

The other day I spent five hours sitting behind a booth, watching people walk by. It



wasn't the most exciting experience, by all means, but nonetheless I was inspired. A friend that I hadn't seen in nearly six years (and that I didn't recognize) walked right up to me as if I'd seen him yesterday, shook my hand, and in five minutes we had the speedy versions of each others lives, along with some

information about other people I had left behind. He continued on his way and I sat back down in my seat with a pleasant feeling. No more thoughts of tuition, work, stress, or anything. It was just one of those moments that are rare, that don't happen everyday, and when they do you just have to take a minute to appreciate it. It's very hard to explain, and if I've lost you, I apologize. If you've had one of those moments, however, then you hopefully know what I'm talking about. It was at this point that I realized what it is about this place that keeps me coming back.

You see, this is my third year at Laurentian. Every September I meet new people, I see people that I knew from previous years, and every now again I just have to sit back and enjoy the feeling that I get from being here. I can't explain it. I left in April with a smile on my face and a heart that was glad to head home...but upon my return I had that feeling. That good, pleasant feeling inside that tells you when something is right. It's not the 'Oh my gosh,

I just kissed the girl of my dreams' feeling, it's the 'This is where I belong' feeling. It can be easy to overlook the good things and focus on the negatives. When that starts to happen, sometimes we need that moment like I had the other day with my friend to get us back on track.

So we're back. Most of us are poor, will soon be bogged down by schoolwork, and will lament over some sort of crisis during the course of this year. But we will learn, and we will experience things that are new and exciting. The people we will meet will change our lives, hopefully for the better. We will change lives. For some this will only be a school, a meager step towards a larger life. For others like myself, this will continue to be home. Like any home it has its good days and its bad days, but I wouldn't trade that feeling I get every September for anything in the world.

- Matthew Desrosiers
Editor-in-Chief
lambda@laurentian.ca

A brief word from LOCS...

The Laurentian Off-campus Students Society (LOCS) would like to take this opportunity to welcome everyone back to Laurentian University, and also to tell you about a LOCS event that is coming up.

On Friday, September 8th, LOCS will be having a BBQ at the Pub Downunder patio. If

you're not sure where that is, just follow that great BBQ smell. If you do know where it is, then lead a large group down for some free food!

That's right, this BBQ doesn't cost you a penny. The food is completely free, and we will also be giving away free prizes. The event will run from 12pm to 2pm

in the afternoon on Friday, so show up and bring your friends.



Keep checking Lambda for information on LOCS events. We hope to see everyone on Friday!

If you have any questions about LOCS, you can visit us in the back of the SGA/AGE office, call us at 673-1151 ext. 1063, or e-mail us at locs@laurentian.ca.

Welcome to 2006-2007 here at LU!

Well, summer is ending and once again we get to trade in our swimming trunks for textbooks and head back to classes. The good news is that this year is shaping up to be a very memorable one. There is a lot going on around campus: the building of the new residence is done, the design process is under way for the new education building and the student-funded recreational centre, and the new medical school is celebrating its 2nd year.

Hopefully by now you're well on your way to settling into a rhythm after the madness of Frosh Week, but there are still a few things you need to know. All undergraduate students have access to a universal bus pass that allows them full access to Sudbury's transit services. This has been a long drawn out process, and one that the students voted on in last year's elections. We worked



LUKE NORTON
SGA PRESIDENT

hard all summer to lower the price to ensure that students are getting the best value for their money. We are proud of this initiative because it reflects our commitment to environmental

issues on campus as well as providing a more accessible education to all of our students.

That being said, this year has the potential to be one of the best years Laurentian's ever had. We've got new clubs being founded, environmental initiatives such as the greening of CKLU being explored, and lots of great people coming, and returning to, the campus. So I encourage you to get to know your fellow students, come out to some events, and have some fun. Don't forget to check out Club Days from 10am till 4pm on the 13th and 14th. Clubs are a great way to get exposed to new things, meet with your fellow students, and to get out and have a great time.

Remember too, that the SGA/AGE is here to serve you. We provide you with a ton of services so stop by the office in the Student Centre and take advantage of them. Whatever problems you are facing, you

can come to us for help. Laurentian provides its students with a wide variety of support services, and we can help put you in touch with the one you need, be it help with writing papers or counseling services. For more information on what's happening with the SGA/AGE, the Senate, the Board of Governors, or any other committee, come into the office and check out our information stand, which includes minutes from all Board and Executive meetings, as well as Senate and Board of Governors packages.

The SGA/AGE is your association. It is funded by your money, and you're paying us to represent you. So stay aware of what's going on, and get involved with your education. It's your money, and it's up to you to ensure that it's being spent the way you think is best.

SPACE FOR RANT

How exactly do you submit a piece for Space For Rant... it's easy! Email us at lambda@laurentian.ca, call us at (705) 673-6548, or drop us a letter in the mail at SCE 301 Student

Centre, Laurentian University, Sudbury, ON P3E 2C6. Remember: Lambda is the voice of the students. Make sure your voice is heard.

SGA/AGE EVENTS

SGA/AGE Events continue throughout September

BY MATTHEW DESROSIERS
EDITOR-IN-CHIEF

The SGA/AGE held its annual Charity Casino at the Pub Downunder last night. SGA students paid money in exchange for poker chips, and gambled the night away in the hopes of coming away with some of the prizes. All students entered their name into a draw to win one free pizza every month for an entire year from Toppers pizza. The winner of the draw was Stephen Gravel. Also, at the end of the night, Julian Steinke had the most chips and won a beer fridge courtesy of Molson. The games included Texas hold'em, blackjack, crown & anchor, and the horse race. Eight volunteers and the Assistant Pub manager manned the tables and served free non-alcoholic beverages to the roughly 100 students who tried their luck throughout the night. "I think people were able to come out and have a good time before classes start in the morning," said Luke Norton, SGA/AGE President. "We try to have an event the night before classes every year. Students are often anxious and can't sleep well, so this gives them a chance to have some fun and meet some people." All of the money collected throughout the night is being donated to charity.

The SGA/AGE continues to put on events throughout the rest of the year on a regular basis. Some of the upcoming events include the following.

Financial awareness week

will be held on the week of the 18th. An agent from Revenue Canada will be speaking on the topic of preparing your taxes and personal budgeting.

There will be a Karaoke

night this Friday, September the 8th at the Pub Downunder. The event begins at 8pm, all ages are welcome.

The Pub Downunder will be opening its doors for business on

Wednesday, September 13th. The Frosh concert will be held at the Great Hall tonight. Metric will be taking to the stage, behind Wintersleep. Tickets are available at the SGA/AGE office

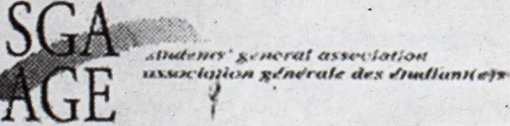
for \$15, and you must be an SGA member. The SGA/AGE continues to plan events throughout the year, so keep your ear to the ground.



Matthew Desrosiers / LAMBDA

Students play some Texas Hold'em poker during Casino night at the Pub Downunder on Tuesday Night..

SGA/AGE September Events Calendar

SEPTEMBER 2006						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2 Meet the SGA at the Info Fair 10am-4pm
3 Pick up your frosh kits at the Info Fair 10am-4pm	4  SGA BEACH DAY 11AM-3PM	5  SGA CASINO NIGHT 8pm-1am	6 Health Plan Opt-Out Forms Available SGA Open House 9am-4pm	7 METRIC CONCERT TICKETS FOR \$15 SGA MEMBERS ONLY 8PM-1AM	8 LOCS BBQ 12-2pm Karaoke Night at the PUB- All ages welcome. 8pm-1am	9 Look out for the New Issue of Lambda released September 7th
10 Tune Into CKLU 96.7FM for some great music!	11 Don't forget to pick up your frosh and vet kits at the SGA Office!	12	13 Club Days-Sign up and meet new friends!	14 Club Days-Best way to meet new people!	15	16
17	18 SGA Financial Awareness week begins!	19 	20	21 New Issue of Lambda released today!	22 	23
24	25 SGA Flag Sale - \$20 per flag, come see the selection!	26 	27 	28 	29 Last Day for Health Plan opt-outs and club packages!	30



You've probably got tons of textbooks to pick up at the campus bookstore, so some shelving might be in order. Whatever you're looking for this school year, Canadian Tire has it. From handy storage solutions for all that heavy reading, to highlighters and coffee makers so you can make it through crunch time. Strapped for cash? Tell your folks about our reloadable gift card. **A GREAT SCHOOL YEAR STARTS AT CANADIAN TIRE.**



SGA/AGE BEACH DAY



(Above) With events like the three-legged race, students were almost guaranteed to have a fun time on the beach.

(Left) Team poses around and inside their sand sculpture. Each team designed their own sculpture. The winning sculpture was a bottle of bourbon being poured onto a flaming textbook.



(Above) Teams took aim at each other during the dodgeball competition. Balls flew everywhere, and no one was safe.

(Right) During the lunch break, students torqued their backs in the limbo contest, showing just how low they can go.



(Left) The beach was covered in Laurentian Students, gathering for a fun day on the beach. Free hotdogs and mini-footballs were distributed among the crowd, making the day fun and a huge success.

(Below) Teamwork was the order of the day, as these students scramble against the clock to make the best sand sculpture they can. Each event awards points to determine who was the #1 team on the beach at the end of the day.



(Left) Beach day provides students the opportunity to meet each other and bond during a day full of activity. Each event requires a certain amount of teamwork, which was exemplified by the loud and enthusiastic cheering coming from each team.

Pictures by Matthew Desrosiers and Luke Norton

IN THE NEWS

First generation students in Ontario to receive additional funding

BY ADRIAN MA
CUP ONTARIO BUREAU
CHIEF

Mike Dwyer, a student at Wilfrid Laurier University in Waterloo, Ont., is the first one in his family to make it to college or university, which makes him exactly the kind of student the Ontario government wants to see more of.

Premier Dalton McGuinty announced on Aug. 30 the initiation of a \$6-million program to provide funding specifically for first generation students.

According to Statistics in Ontario, students are less likely to pursue post-secondary education if no one else in their family has before.

Chris Bentley, Minister of Training, Colleges, and University, says that students do not progress to post-secondary studies "for a variety of reasons," but cites financial barriers and a lack of knowledge about college and university programs as two key reasons.

Bentley says that the new program seeks to address these

issues by allocating \$1 million to student bursaries and \$5 million to colleges, universities, and community groups to promote post-secondary education in their local areas.

Dwyer, 20, is in his third year of the economics program at Laurier. Neither of his parents went on to post-secondary studies, and his older sister didn't complete high school. Originally from Newfoundland, Dwyer said he was encouraged at an early age by his family and his teachers to throw himself into academics.

"It's a dying place," said Dwyer of his old home and the lack of job opportunities there. "They don't want you to be on welfare or social assistance for the rest of your life — it's a trap there."

Dwyer says that his parents were certainly intelligent enough to go to college or university, but neither could afford to. Dwyer's acceptance to Laurier was a triumph for the entire family.

"They were just insanely excited," he said. "For two weeks my dad was just calling

everybody — people from our extended family. It was big because no one in even my extended family has ever gone to university."

He said that for many students with a family history of post-secondary graduates, getting into a college or university is more of an expectation rather than an exception.

"To them, it's not a big deal, but for me, I knew that if I never made it to university my parents would be disappointed," said Dwyer, who receives substantial financial assistance from his mother and father. "My dad really hates construction and always wanted me to go to university. It would break [my parents'] hearts if I had to work in a factory of construction."

Dwyer says that a college or university education is more necessary now in an extremely competitive Canadian job market.

"I'm hearing people say more and more that the BA [bachelor of arts degree] is just the new high school."

The Canadian Federation of Students (CFS) agrees that cre-

ating more opportunities for people like Dwyer is something positive, but say the Ontario government's latest effort sends a "contradictory message."

"This shameless stunt spends \$5 on advertising campaigns for every dollar committed to the grants program itself," said Jesse Greener, Ontario chairperson of the CFS.

"It's really low-income families that don't participate in post-secondary education," said Greener.

According to the Youth In Transition Study, authored by Statistics Canada and Human Resources and Skills Development Canada, 76 per cent of high school students went on to post-secondary studies in 2003.

But there remains a high discrepancy between students from low income and high income families: In their 2004 report "The Price of Knowledge", the Canadian Millennium Scholarship foundation noted that Canadian students from the country's highest income families were twice as likely to attend university as those from families with lower incomes.

Greener feels the government is unfairly hiking tuition rates and forcing students into mounting debt that outstrips investment in student aid.

"For every dollar allocated to student financial aid, more than \$1.30 will be clawed back through tuition fee hikes," he said.

Bentley says that the statistics don't support the position taken by the CFS.

"I am confident that post-

secondary education is more affordable now than it was two years ago," said Bentley. "We've doubled student aid in 2006-2007, how can anyone be against that?"

Aldith Carasquero is a coordinator at Seneca College's Centre for Outreach Education (SCOE) in Toronto. The Ontario First Generation Student Bursary was largely modeled after SCOE's successful program, which took economically and educationally disadvantaged youth and made them the first in their families to attend college or university. SCOE found that 75 per cent of their first-year students last year are returning this year to continue their education.

She disagrees with the CFS and says the government's First Generation plan is "a great initiative."

While she agrees that tuition remains a tough barrier, Carasquero points out that funding is also needed to provide regular academic counselling, textbook subsidies, and even transportation assistance for students in these support programs. She feels that the \$5 million set aside for the schools and communities to bolster their first generation programs will be money well spent.

"I think we have to look at the bigger picture," she said. "If you want to break the cycle of poverty, you need an education. We've [at SCOE] been successful because I feel that we're connected with the students and we understand all their barriers."

Caitlin Kelly commits to Lady Vees Soccer

CONTRIBUTED

Lady Vees soccer head coach Rob Gallo and Laurentian Athletics are excited to announce that Caitlin Kelly has committed to the Lady Vees soccer program beginning in September.

A native of Peterborough, Ontario, Caitlin Kelly attended Holy Cross Catholic Secondary School where she was a 3-time city and Kawartha's champion, 2-time COSSAA champion and OFSAA participant. She was also the leading scorer for her high school team for 4 years (2003-2006). Kelly has experienced just as much success in the classroom as she has on the field being awarded the Award of Academic Excellence in 2002-03 and being a member of the school's honour roll in 2004-05 and 2005-06.

This 15 year veteran of the sport, 10 competitively, is known for her versatility, physical play and winning attitude. "I hope to bring a passion for the game, play making abilities, good work ethic and a positive attitude to the team" said Caitlin. "I'm excited

to be on a new team, where I can make new friends and where I can be part of a team that is striving to win championships."

"Caitlin has experience in the forward position as well as spending some time as a defender and midfielder. She has exhibited the ability to score along with the creativity to serve up a number of assists," Gallo commented. "We look forward to considering Caitlin in a couple of different roles for this fall. A player with the diversified experience that she possesses is always a great addition to our program."

Caitlin like most student-athletes credits her parents and family for supporting and pushing her to succeed at everything she does. If it was not for her parents she may not be where she is now. It was her parents who encouraged her at 4 to start playing soccer and then at 9 encouraged her to join the rep team and finally it was her father who pushed her to contact Lady Vees coach Rob Gallo about playing at Laurentian.

"My parents have always

supported my athletics, as long as school was my first priority" said Caitlin.

Caitlin credits her visit to Laurentian as the reason she will play for the Vees and attend Laurentian in the fall.

"After I contacted coach Gallo he was adamant I come see the campus for myself. On my tour I was taken to the top of one of the buildings where you could see the entire campus and the city of Sudbury" said Kelly. "I fell in love with the campus, atmosphere, environment and the people were so friendly. I was also able to stay in residence with one of the girls on the team and was made to feel so comfortable. From that point on I knew Laurentian would be my new home."

Over the summer Caitlin can be found on the pitch playing for her club team the Whitby Iroquois 88's. Starting in September she will look to continue her success both in and out of the classroom as she enrolls in the Sports & Physical Education program at Laurentian.

JOB POSTING!!!

LAMBDA is looking to fill the following paid positions for the 2006-2007 academic term:

Assistant Editor (2 year commitment)

Arts and Entertainment Editor

Science and Technology Editor

Sports Editor

LAMBDA is a bi-weekly paper produced by students, for students. If you think you have what it takes to work for Lambda, and are interested in knowing more, please contact us at lambda@laurentian.ca.

*** This is a notice of jobs that will be available in **September, 2006**. More information will be posted at that time regarding applications and resumes.

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November 1, 2006: Application deadline - First year

May 1, 2007: Application deadline - Upper year



TEAS

www.ouac.on.ca/teas/

Teacher Education Application Service

December 1, 2006: Application deadline

www.ouac.on.ca/orpas/

ORPAS

Ontario Rehabilitation Sciences Programs

Application Service

(Audiology, Occupational Therapy, Physical Therapy/Physiotherapy, Speech-Language Pathology)

January 15, 2007: Application deadline



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IN THE NEWS

Laurentian Soccer kicks off another seasons

CONTRIBUTED

The Laurentian Voyageurs opened their season against the defending OUA Champions, the Carleton Ravens. The young Voyageurs team met the difficult challenge head-on right from the first whistle. They clearly showed signs of leadership and that they were not intimidated.

In the 1st half, the Voyageurs managed to generate a few quality scoring chances but nothing came of them. They were able to escape a flurry of very threatening scoring attempts from Carleton in the 20' minute. Despite being on their heels, the Voyageurs escaped the half with a 0-0 draw.

The Voyageurs came out very strong in the second half, keeping constant pressure on the Ravens and their backfield. The Voyageurs' best chance came when team captain Patrick Murphy (Guelph, ON) sailed a free kick from 20 yards out over the goal. The Voyageurs were able to hold off 8 corner kicks, a fury of scoring chances, and intense pressure in the 2nd half to hold the defending Champions to a 0-0 draw.

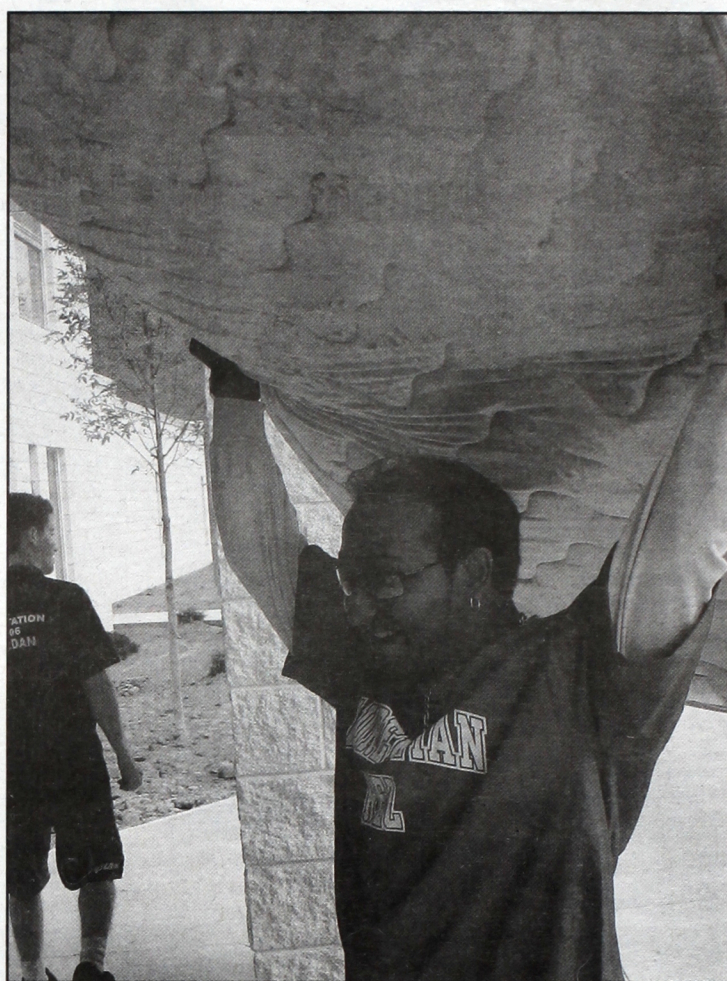
After the game, Head Coach Carlo Castrechino stated "I thought the boys battled hard for 90 minutes today, we worked really hard and it is good to come out of here with a point against the defending champs. We are pretty happy

with that."

Castrechino added "Our player of the game was Guillermo Estrada. He played a great game and was the reason for us getting that point."

It was a positive start to the season for the Voyageurs, who have many new players on their soccer club.

They will look to keep their success rolling as they take to the road next weekend to face Toronto on September 9th at 1:00 p.m. and Ryerson on September 10th at 12 p.m.



Matthew Desrosiers / LAMBDA

(Above) Laurentian University student Imraan Murji carries a mattress into the new West residence on September 3rs, 2006. Murji is one of many volunteers for the Move-In crew, who were available during both move-in days at the West, Single student and University College residences. A large majority of the on campus students move in on these days, making a lot of hard work for the crew. They help to facilitate the move in process. Without the Move-in crews, move-in days would grind to a halt at Laurentian.

Lakehead generates worldwide media attention with recruitment campaign

BY DOUG DIACZUK
ARGUS (LAKEHEAD UNIVERSITY)

Lakehead University in Thunder Bay set out to grab the attention of potential students in southern Ontario with a new edgy marketing campaign, but what they got was worldwide attention.

The campaign, unveiled by Lakehead on Aug. 25, depicted U.S. President George W. Bush and the slogan "Yale Shmale" followed by "Just because you go an Ivy League school doesn't necessarily mean you're smart." The campaign created a story that was picked up by major networks including CBC, CNN and BBC.

"We have generated media attention that we couldn't possibly buy in the next 10 years," Eleanor Abaya, the director of communications, stated.

But not everyone sees the attention as a positive thing.

Isabelle Poniatowski, president of the university's student union, described her reaction to the ad campaign as: "One of repugnance. This ad is so low brow that it is embarrassing." She also said that student union has been flooded with e-mails and phone calls from people who do not believe the ad campaign is in good taste.

"I received a lot of support from students, faculty, and staff from Lakehead that also find it embarrassing. There are so many great things about Lakehead... I haven't seen the ads that say we have clean air. That we have trees," Poniatowski said.

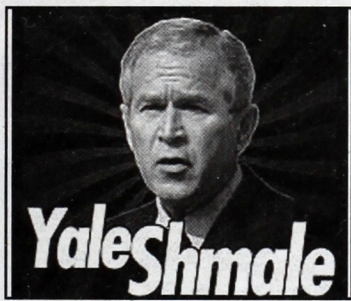
When the Argus spoke to Dorie Baker, Yale University's director of public affairs, about their take on the ads, she stated that the school's official stance is: "Yale does not condone the use of its logo by other institutions."

Pressed for other comments pertaining to the ad, she said bluntly: "I don't even want to comment on it. It's too silly for me to comment on."

The decision to use such a campaign was made because

other, safer campaigns have been exhausted and elicit little response, president Fred Gilbert said.

Asked to respond to com-



plaints about the campaign, he said, "If students or faculty felt truly offended by the campaign, then I'm sorry. I do believe the campaign has served its purpose."

Gilbert believes some view the campaign as negative because

they see it as a political statement. Gilbert says this was not the intention and using the image of Bush was based on his iconic status.

"If we showed young people a picture of Stephen Harper, they would not know who it was and would not intrigue them to take the next step to go to the website."

Gilbert stressed that it was supposed to be "tongue in cheek" and expressed confidence that Lakehead's credibility will not be affected by the campaign.

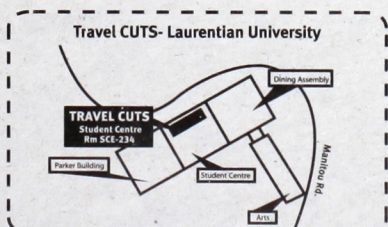
According to Abaya, more than 95 per cent of the targeted market described the ad as "cool and awesome."

"Only time will tell [if credibility has been damaged]," she said.

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